

Official ranking of the winners and finalists!

With a total of 64 points, the Johannesburg based advertising agency The Odd Number, winner of the 2017 Pendoring Umpetha Award, has emerged at the top of this year's Pendoring ranking. In second place is Joe Public with 58 points, followed by 7Films with 40 points. The agencies Black Khaki and Ogilvy Mather Johannesburg are in joint fourth place with 34 points, and Abnormal Group in fifth position with 26 points.



Advertising agency, The Odd Number is at the top of this year's Pendoring ranking - image credit: [The Odd Number Facebook](#).

“At the request of participating agencies and on the ground of its unique positioning to judge and reward marketing communication in all of South Africa’s indigenous languages (excluding English), Pendoring last year decided to create its own ranking. With the Cannes Advertising Festival’s ranking as guideline, points were awarded according to a points-based methodology to determine the overall performance of each agency, production company, tertiary institution and advertising school,” explains Pendoring GM Franette Klerck.



#Pendoring2017: Lucky number two!

Danette Breitenbach 30 Oct 2017



Other agencies that also feature on the 2017 Pendoring ranking of the top 20 agencies are: J. Walter Thompson Johannesburg (25 points), 1886 (24), FCB Cape Town and Y&R South African (19 each), Mortimer Harvey (14), The Make Beautiful Agency (13), FCB Johannesburg (12), Lucan (11), Clearwater (10), Newton’s Third, Just Design and Fort (7 each) and Ninety9Cents Communications with 6.

Among the five top tertiary institutions and advertising schools, North West University leads the pack with 26 points, followed by Greenside Design Center College of Design with 20 and Stellenbosch Academy of Design & Photography with 18. Red & Yellow School of Logic & Magic Cape Town is in fourth place with 9 points, followed by Vega School of Brand Leadership Johannesburg and AAA School of Advertising Cape Town with 6 points each.



ALL THE #PENDORING2017 WINNERS!

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The points were awarded on the strength of finalists (2 points), craft certificate (4 points), gold craft (7 points), silver Pendoring (5 points), gold Pendoring (8 points), Umpetha/Prestige (10 points) and Public Service Award (8 points).

“The benefit of the Pendoring ranking is that it gives a clear and concise overview of the performance of all the agencies, production homes, tertiary institutions and advertising schools in terms of the above criteria. It is also done totally independent from any other local creative ranking,” Klerck concludes.

2017 Pendoring rankings

| Agency | Shortlist | Craft Certificate | Gold Craft | Silver | Gold | Umpetha/Prestige | Public Service Award | Total Points |
|--|-----------|-------------------|------------|--------|------|------------------|----------------------|--------------|
| | 2 pts | 4pts | 7 pts | 5pts | 8pts | 10pts | 8pts | |
| The Odd Number | 16 | 8 | 14 | | 16 | 10 | | 64 |
| Joe Public | 26 | 4 | | 20 | 8 | | | 58 |
| 7Films | 12 | | 7 | 5 | 8 | | 8 | 40 |
| Black Khaki | 12 | 12 | | 10 | | | | 34 |
| Ogilvy & Mather Johannesburg | 10 | 4 | | 20 | | | | 34 |
| Abnormal Group | 8 | | | 10 | 8 | | | 26 |
| J. Walter Thompson Johannesburg | 6 | 4 | 7 | | 8 | | | 25 |
| 1886 | 10 | 4 | | 10 | | | | 24 |
| FCB Cape Town | 10 | 4 | | 5 | | | | 19 |
| Y&R South Africa | 4 | | 7 | | 8 | | | 19 |
| Red September | 16 | | | | | | | 16 |
| Mortimer Harvey | 14 | | | | | | | 14 |
| The Make Beautiful Agency | 8 | | | 5 | | | | 13 |
| FCB Johannesburg | 12 | | | | | | | 12 |
| Lucan | 6 | | | 5 | | | | 11 |
| Clearwater | 10 | | | | | | | 10 |
| Newton's Third | 2 | | | 5 | | | | 7 |
| Just Design | 2 | | | 5 | | | | 7 |
| Fort | 2 | | | 5 | | | | 7 |
| Ninety9Cents Communications | 6 | | | | | | | 6 |
| Tertiary Institutions | | | | | | | | |
| North West University | 16 | | | 10 | | | | 26 |
| Greenside Design Center College of Design | 2 | | | | 8 | 10 | | 20 |
| Stellenbosch Academy of Design & Photography | 8 | | | 10 | | | | 18 |
| Red & Yellow School of Logic & Magic Cape Town | 4 | | | 5 | | | | 9 |
| Vega School of Brand Leadership Johannesburg | 6 | | | | | | | 6 |
| AAA School of Advertising Cape Town | 6 | | | | | | | 6 |

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